

STATE OF LOUISIANA

LOUISIANA DEPARTMENT OF AGRICULTURE AND FORESTRY



**REQUEST FOR PROPOSALS
FOR
CONSULTING SERVICES TO ADMINISTER THE
LOUISIANA STRAWBERRY MARKETING BOARD
ADVERTISING, PROMOTION, AND PUBLIC RELATIONS PROGRAM**

**ADDENDUM 1
QUESTIONS AND ANSWERS**

RFP #: 160234-LDAF-STRAWBERRY-13-04

PROPOSAL DUE DATE/TIME: December 27, 2013, 4:00 PM CST

ISSUE DATE: November 27, 2013

1. I was interested in this proposal on behalf of my communications agency, but was wondering if you could let me know if there were any differences between the posted RFP and the one previously posted, 160234-LDAF-STRAWBERRY-13-03? I tried comparing the two and the only difference I was able to note were the dates in the schedule of events. I just wanted to make sure I wasn't skipping over anything important.

The only differences in this RFP are the dates in the schedule of events and Appendix D was added to include the "ADMINISTRATIVE AND MANDATORY REQUIREMENTS CHECKLIST".

2. We received the RFP and would like to know if you can tell us what is the difference between this one and the one that was recently cancelled for the LA Strawberry marketing board?

The only differences in this RFP are the dates in the schedule of events and Appendix D was added to include the "ADMINISTRATIVE AND MANDATORY REQUIREMENTS CHECKLIST".

3. And why the other was cancelled?

At the board meeting held in Hammond, Louisiana on Tuesday, November 19, 2013, it was unanimously voted on by board members to reject all proposals submitted (Please reference RFP# 160234-LDAF-STRAWBERRY-13-03, Section 3.5 "Proposal Rejection/RFP Cancellation").

4. Is there any way to can tell us why the board unanimously voted to reject all proposals submitted?

There were four proposals submitted in response to RFP# 160234-LDAF-STRAWBERRY-13-03, three did not meet administrative and mandatory requirements as specified in the RFP, and the board did not feel it was in the best interest of the state to accept the fourth proposal.

5. Does the Strawberry Board have existing creative materials they intend to use, or would we be creating all new?

It is possible over the course of the 3 year contract term that the board would choose to use previously designed items for reorder however the purpose of this RFP is to see new ideas from potential advertising agencies.

6. Are there old plans/creative materials we can review?

Please visit the LA Strawberry Marketing Board website @ WWW.LOUISIANA STRAWBERRIES.COM.

7. Is there an incumbent agency?

No there is no incumbent.

8. How did that \$41,714.37 grant money get allocated?

Please see Section 5.6 “Cost Information” of the RFP.

9. I saw *how* the \$47K+ grant was allocated in the RFP; I guess what we were really asking was how the determination was made to allocate funds to each of those media. What led to the selection of those venues? The one we were most curious about was TV, because \$10,000 does not go very far in TV media.

The grant amount is \$41,714.37. The determination was made to allocate funds to each of those media based on advertisements/promotions the Board has done in the past and found to be successful. \$10,074.37 is the amount of the grant allocated to TV because it will be in addition to TV media the Board is going to pay for with their own funding from assessments. The Board has approved \$16,050.00 of their funds from assessments to be allocated to TV advertising for 2014, so that would bring the total to \$26,124.37 to be used for TV in year one.

10. Does the program run statewide? I saw a reference somewhere in the RFP to “targeted communities;” can you tell us which those targeted communities are?

Yes, the program runs statewide. Any specific targeting would be determined once we have met and consulted with the awarded agency. Any reference in the RFP to “communities” would be concerning locations chosen for billboards, also to be determined after consulting awarded agency.

11. Who do you see as your primary target audience(s) for promoting LA strawberries? Who have you targeted in the past?

All consumers for both questions.

12. Per your instructions below, I went to WWW.LOUISIANA STRAWBERRIES.COM. Unless I’m missing something, there are no old plans or creative materials there. Is this something we can make arrangements to see? It’s very hard to make any sort of intelligent recommendations/suggestions about what the Strawberry Marketing Board could do with their budget without knowing more about where you’re coming from, your objectives and goals, etc. We were hoping to get a sense of that from what you’ve done in the past. I appreciate whatever additional insight you can provide.

Our objectives and goals are to reach the consuming public in the hopes of increasing sales of strawberries during peak season. That is our main goal and objective. We want new and fresh ideas and are not focusing on any prior approach. The Board is looking for an agency that will lead us forward and help us reach our goal and objective.

13. The RFP mentions the collection of performance statistics based on a survey of the farmers after the initial campaign.

a) Will the winning agency of the RFP have access to the results of that survey?

Yes, the winning agency of the RFP will have access to the results of the survey.

b) Will the winning agency be responsible for administering that survey and, if so, will the costs to create and administer the survey be included in the funds associated with this RFP?

No, the winning agency will not be responsible for administering the survey.

c) Will the winning agency have input on what questions are included in the survey?

The survey will ask producers to compare last year's sales to that of the current project year sales. The main purpose of the survey is to request information on sales since increased sales is the target of the ad campaign. The Board may request suggestions from the winning agency on additional questions to include in the survey.

14. Are the budgets for the Media Services fees that are billed at a maximum of 6.5% of media purchases, included in the \$10,000 Contractual budget or are they embedded within the budgets for Outdoor, Print, and TV?

The budgets for Outdoor, Print, and TV include actual media purchases and commission.

15. If any portion of the additional \$28,285.63 in the annual budget is utilized, will the winning agency be responsible for the media buys and supporting activities associated with those media buys? Associated activities are identified by the rate sheet classifications included in the RFP on page 41 & 42.

The remaining funds could be allocated for media buying costs as well as additional concept/design and marketing costs; however, expenditures will be determined as the need arises and considerations will be given based on board suggestions and ad agency recommendations. The board has approved \$16,050 of their funds from assessments to be allocated to TV advertising for 2014 in addition to grant funds, so that would bring the total to \$26,124.37 to be used for TV in year one.

16. In section 5.5 (page 17) of the RFP, in the *Approach/Methodology/Creativity* section, it reads:

“Proposer’s plan or concept which would demonstrate the Proposer’s ability to accomplish the objectives of the program, including the following creative elements:
- Artwork to include, but not limited to messaging ideas for promoting Louisiana strawberries and promotional items.”

For the purposes of this RFP, is the LDAF wanting proposers to submit actual preliminary creative ideas and concepts, or simply our plan/methodology by which we would execute creative ideas/deliverables during the scope of the contract itself?

Yes, the Board wants proposers to submit actual preliminary creative ideas and concepts for the print ads and television, but not outdoor messages (already existing).

17. How many creative concepts are you expecting for each proposal?

The Board is not expecting a specific number of creative concepts for each proposal. This decision will be at the discretion of each proposer.

18. In section 5.6, are the budgets outlined for media spend only and not actual production of artwork? Or do those budgets have to include the cost to create artwork?

The budget for “Contractual” includes agency time (cost to create artwork). The budgets for “Outdoor Messages,” “Print Ads” and “Television” include actual media purchases and commission.

19. Is there an existing TV spot for media or should proposers include creative to produce new TV?

No, there is not an existing TV spot for media. Actual creative to produce new TV ad is not required in the RFP; however, speculative or conceptual ideas presented will be reviewed by the Board. Please see APPENDIX A: SERVICES OR WORK, 2. Tasks and Services: “Create advertising for print and broadcast media. Develop creative concept for a minimal budget television commercial to reach the consuming public that will be geared to educate the public of the availability of Louisiana strawberries and the health benefits of their consumption.”

20. If there is an existing TV spot, can we see it? Is it located online for viewing?

No, there is not an existing TV spot.

21. For “public relations” efforts, what exactly does that entail? Public relations is a broad term and can mean many things.

Public relations will be a very minimal portion of the winning agency’s time and may include sending press releases out regarding Board promotions.

22. What were public relations efforts for 2013?

There were no public relations efforts for 2013.

23. What sort of promotional give aways have you done in the past?

The Board has not done any promotional giveaways in the past.

24. What are the selected communities (cities or parishes) that the promotional campaign should be targeted towards?

Any specific targeting would be determined once we have met and consulted with the awarded agency. Any reference in the RFP to “communities” would be concerning locations chosen for billboards, also to be determined after consulting awarded agency.

25. Are there any printed materials (ie. brochures, pamphlets, etc.) that are expected to be included in the proposal that get updated and printed each year? If so, what are dimensions of each item and quantity to print?

No, there are not any printed materials (brochures, pamphlets) that are expected to be included in the proposal that get updated and printed each year.

26. Budget for 2014 is unclear. Is it \$70K total or \$70K + \$41,714.37 for the total budget for 2014? And does total budget include all services and printing or production of finished products/artwork?

The total budget for 2014 is \$70,000. The total budget includes all agency time, printing, actual media purchases and commission.

27. Is there a way to view all marketing/advertising work from 2013 (ie. print ads, TV, outdoor, etc.)?

Please visit the LA Strawberry Marketing Board website: www.louisianastrawberries.com. The Board wants new and fresh ideas and is not focusing on any prior approach. We are looking for an agency that will lead us forward with the goal of reaching the consuming public in the hopes of increasing sales of strawberries during peak season.

28. What are some of the publications the State has advertised for the Strawberry Board in the past, and what publications does the State want to continue advertising in?

The Board has advertised in Louisiana Cookin' Magazine, Taste of the South Magazine and Country Roads Magazine in the past. Publications for future advertising include newspapers or magazines deemed most beneficial in reaching the consuming public; considerations will be given based on Board suggestions and ad agency recommendations.

29. Is advertising statewide, regional or nationwide?

Statewide.